Note for Robinson, Yvette

2040557871

From: Robinson, Yvette

Date: Tue, Mar 5, 1996 11:18 AM

Subject: FW: PLAYBOY MERCHANDISING

To: Weiner, Russell

ARE YOU GOING TO CHECK WITH LEGAL OR SHOULD I? PLEASE LET ME KNOW. THANKS.

From: LaRusso, Phyllis on Tue, Mar 5, 1996 11:02 AM
Subject: RE: PLAYBOY MERCHANDISING
To: Moore, Edna; Robinson, Yvette; Weiner, Russell
Cc: Marryshow, Karen; Schneider, Rita; Simons, Renee

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I spoke with MaryJo Rathegeb at Playboy today and told her to go ahead and send the 10 CD players to Yvette Robinson's attention at Philip Morris. She stated that the delivery will take a few weeks.

Per Russell Weiner the Playboy Jazz Festival trip is being reviewed with the our legal department to see if we would be able to use it for a Benson & Hedges sweepstakes for the trade. I conveyed this to Playboy and they will wait until we have an answer. If we are unable to use the trip, we will then be able to get about 4 more CD players.

From: Robinson, Yvette on Tue, Mar 5, 1996 10:10 AM
Subject: RE: PLAYBOY MERCHANDISING
To: LaRusso, Phyllis
Cc: Medina, Maria; Moore, Edna; Weiner, Russell

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PHYLLIS: RUSSELL WILL DISCUSS WITH YOU. HE HAS SOME RETAIL (SWEEPSTAKES) ISSUES TO IRON OUT FIRST. THANKS.

From: Moore, Edna on Thu, Feb 29, 1996 2:45 PM
Subject: RE: PLAYBOY MERCHANDISING
To: Robinson, Yvette
Cc: Weiner, Russell

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Yvette, could you address this issue with Festival. What's the demo of the consumers attending Playboy Jazz Festival? Knowing the objectives of who we are trying to reach through Club B&H, would our consumers be excited about winning a trip to Playboy Jazz Festival? Or, do you think, as Russell does, that we should simply eliminate the grand prize and secure additional CD players?

From: Weiner, Russell on Thu, Feb 29, 1996 10:17 AM
Subject: FW: PLAYBOY MERCHANDISING
To: LaRusso, Phyllis
Cc: Moore, Edna; Robinson, Yvette

Thinking a bit more about the Playboy offer. Still love it, but am questioning the concert. Who are the artists? If they're who I think they are, they may not be interesting to our consumers. Also, I'm not sure I wanted any other association with music other than B&H made at our events. Thus, mentioning Playboy may take away some of our thunder.

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Source: https://www.industrydocuments.ucsf.edu/docs/pppn0004